

# THE CANADIAN INDEPENDENT

OFFICIAL  
ORGAN  
OF THE  
INDEPENDENT  
THEATRES  
ASSOCIATION

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## NEW ATTEMPT AT CONCILIATION

### EDITORIAL VIEWS

#### CRANKS AND RADICALS

People have a way of dismissing anything troublesome by putting a label on it with an unpleasant name. They then feel that the matter is somehow disposed of. It is the old method of the taboo and the Indian sign, and strangely enough, people who read as they run, seeing the sign, and taking the label at face value, veer off.

"Radical" and "crank" are two labels frequently used interchangeably to scare the layman away from new ideas. There is just enough truth in the fact that there is an element of the "crank" in every radical, for the idea to readily sell itself. And since many cranks are crackpots who cannot be dealt with reasonably, the radical cranks are frequently filed away in the minds of many with all unpleasant and impossible cranks.

What is a crank? Literally it is a part of a machine useful in making other related parts go round. We remember a passage from our early reading, the gist of which is that a crank is something that makes the wheels go round and insures progress.

Every inventor starts out as a crank. He is not satisfied.

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#### Current Hits

"Double Wedding."

"The Awful Truth."

"Ali Baba Goes to Town."

"Stand-In."

"The Life of Emile Zola."

### Philadelphia Buyers' Strike Off

United Motion Picture Theatre Owners of Philadelphia, which organization has waged a buyers' strike since June 24 has finally reached a settlement with Paramount officials.

100 members of UMPTO were present at the meeting accepting the terms of the settlement and general satisfaction was expressed at the fairness of the terms finally agreed at, but the meeting decided to continue in existence the "war board" to look after any future contingencies.

### Allied Joins N.D. Divorce Fight

N. A. Steffes, president of North-West Allied, said at Minneapolis recently that his organization is in the fight to uphold the North Dakota theatre divorce statute "to the finish."

Paramount has challenged the constitutionality of the law, and Steffes has promised both legal aid and the testimony of "hundreds of independent theatre owners in the U.S." in an attempt to uphold the law that divests distributors from their theatres.

### Three Canadian Stations Join Red & Blue Hook-Up

The three Canadian Stations, CBM CFCF and CBF in Montreal have contracted with NBC to join the Blue and Red network beginning Nov. 14th. These stations will broadcast throughout the Montreal territory in English and French.

*The nearly-defunct Conciliation Committee of Ontario gets blood transfusion. New approach sought to establish Conciliation as practical means of dealing with grievances and general improvement of Industry.*

### New Performing Rights Rates Under Consideration

The Musical Protective Association, consisting of theatre, radio and hotel interests, held a meeting in Toronto on Nov. 22nd, to consider the new schedule of rates filed by the Canadian Performing Rights Society.

The Society's schedule was filed with the Secretary of State at Ottawa on Nov. 1st, as required by Statute, and will be considered by the Copyright Appeal Board at Ottawa at a later date.

(Continued on Page 3)

### Quota Plan Proceeds Despite Product Shortage

The British Film Quota law based on the "white paper" of the Moyne Committee has been read in Parliament, and is about to issue forth as the new law of the land requiring 25% of British made pictures in exhibition, and 30% in distribution.

This law is being enacted on plans projected over a year ago before the serious financial handicaps now extant were evident.

From present appearances it will be impossible for ex-

(Continued on Page 3)

The conciliation committee, offshoot of the Film Section of the Toronto Board of Trade, that first saw the light of day early this spring and then seemed to go into a rapid decline, has had a recent blood transfusion and is showing signs of new life.

As it stands now, there is some promise of its becoming an instrument for the guidance of the motion picture industry in Ontario. A meeting of this committee was held on Nov. 19th, with the following members representing the various interests:

Mr. C. Robson, Famous Players Corp.; Mr. H. Allen, Premier Operating Co. Ltd.; Mr. S. Fine, B. & F. Theatres Ltd.; Mr. H. T. Long, Associated Theatres Ltd.; Mr. N. A. Taylor, Exhibitors Booking Ass'n.; Mr. H. Freedman, Independent Theatres Ass'n.; Mr. A. Polakoff, Independent Theatres Ass'n.; Mr. L. M. Devaney, Motion Picture Dist. & Exhib. Ass'n.; Mr. C. Hague, Motion Picture Dist. & Exhib. Ass'n.

It is within the scope of this committee to consider suggestions, problems and grievances, to gather such

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### Held Over In Toronto

"The Awful Truth."  
"Double Wedding."  
"Pagliacci."



## THE CANADIAN INDEPENDENT

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S. H. FALK

Managing Editor

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## EDIT VIEWS

(Continued from Page 1)

fied with the way things work. Inefficiency bothers him. Things should be better, work should be easier, progress should be swifter. This kind of crank has given us our present age of science and machinery.

Then there is the social crank who says that our social machinery is inefficient. It should work better, not scrap so many human beings, old and young, for whom there seems to be no place in the scheme of things today. We shouldn't have recurring depressions and poverty in a world of plenty. Such cranks want to redistribute wealth, to restore a more normal economic balance. They are fighting out these issues on the labor-union and political front today.

Then there are "cranks," "radicals," in the motion picture field. Organizations and individuals who will not let "well-enough" alone. Recently these groups have been called bad names, labeled, by one of our publishers as "selfish radicals." He is no doubt irked and irritated by these people who enforce progress and justice willy-nilly. There is no peace where they are. But "selfish radicals!" Now, that's a new one! Radicals have been called all manner of names, but selfishness has not often been imputed to them. What have they to gain by the tough ground-work that they do? Occasionally martyrdom, fre-

quently persecution, and almost invariably, the hatred and emity of the majority who want peace, rest and quiet; who do not want to be disturbed in the habitual grooves of their accustomed living.

In the motion picture field the so-called radicals are not exposing themselves as drastically as in the economic field, and the resulting repercussions are not so violent. But to call them selfish is the grossest misunderstanding of their motives. One faction has nothing whatever to gain for itself. It is made up of groups who are seeking to improve and promote the function of motion pictures generally. To make it fill a more honored place in the affairs of the world, to become a handmaiden to education, peace, art and enlightenment.

Such "radical cranks," together with the far-seeing geniuses at the top of the profession, have helped to boost the standard of the motion picture to the envied and imposing position it is fast achieving. They will go down together in the history of the industry, one, recognized and respected, the other, the "radicals," an unrecognized but potent force in igniting the spark that touched off the wheels of progress.

The radical faction within the industry itself, is composed of independent groups who are banding together to fight for their very existence. They refuse to let the industry drift toward a complete monopoly. They are putting up a necessary struggle for survival. In that struggle there possibly is some trace of selfishness. So much is necessary to life itself, and not a patch on the selfishness it encounters on the part of competitors who have long passed the survival stage of the struggle and are battling for power and big money. That is where the dangerous element of selfishness enters in.

Labeling is a great aid to orderliness in thinking as well as in business routine. But heaven help those who get their labels mixed. Our good friend, the publisher,

## CONCILIATION

(Continued from Page 1)

information as may be available in cases under dispute, and request both parties to appear before them for a general hearing. It shall also have authority to consider such matters as premiums, games, contests, children's matinees, length of programmes, and all matters pertaining to the welfare of the industry.

Exhibitors are invited to forward suggestions or grievances to the Motion Picture Branch of the Toronto Board of Trade, King Edward Hotel, Toronto.

If the hopes of the men lending their time and efforts to this work are realized, this committee may well become an important factor in furthering the general improvement of the

motion picture business and in seeing a larger measure of justice done.

The independent faction acting on this committee is joining in this renewed attempt at handling problems from within the industry with the hope that the other representatives are acting in the same good faith that prompts them; that the SPIRIT OF CONCILIATION will be an invisible but potent force at subsequent meetings, making it possible for members representing competing and conflicting interests to find a middle ground where JUSTICE is monarch instead of business expediency.

The Conciliation Committee is to meet at least once a month.

## Record Run

"The Awful Truth" is playing for the fifth week at the Imperial theatre, Toronto, Famous Player's biggest first-run house. This is the first time any picture has stayed longer than three weeks at this theatre.

certainly slapped the "selfish tag" on the wrong bottle. Some day he might misplace the skull and crossbones if he gets into such careless habits, and swallow a deadly dose for a simple hangover.

## Quints Get Song Tutoring

A voice teacher has been sent from Hollywood to teach the Dionne Quintuplets to sing for their next picture.

They are to appear in a Zanuck Musical, and the lessons are by way of preparation before the Movie troupe arrives in Callander to begin shooting on the third film in which the famous five will appear. The lessons start with the new year, the picture will follow in the early spring.



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**Zola Gets Blue  
Ribbon**

"The Life of Emile Zola" was chosen by the National Screen council, the International Federation of Catholic Alumnae and the state motion picture chairman of the General Federation of Women's Clubs as the outstanding picture of merit for the whole family for the month of October.

**Canadian Production  
Planned  
By Vernon**

Richard Vernon, formerly an associate producer with Atlantic Films of London, England, is expected in Canada shortly where he will arrange for the production and distribution of a picture to be filmed in Victoria, B. C. next spring. Mr. Vernon has announced his intention of ultimately establishing production studios in Canada for the making of Canadian quota pictures.

It has been reported on good authority that the total boxoffice take for motion picture theatres across the line has taken a serious dip following the stock market's magnetic needle in its reciprocal decent. Hit pictures that were grossing 65 to 75 percent above average six months ago, are said to be hitting only 20 percent above, and just so-so stuff is going below the deadline of the average take. In spite of this gloomy outlook in end column figures, the cost of pictures is still mounting. Alert exhibitors are sounding alarm gongs, but so far, Hollywood has turned a deaf ear. The fore-see-ers and fore-tellers are painting a gloomy picture of the eventual day of reckoning.

**PERF. RIGHTS**

(Continued from Page 1)

when objections and suggested modifications on the part of individuals and groups effected will be heard.

**Zola Banned In  
Quebec**

"The Life of Emile Zola" was banned by the Quebec censor.

**Grand National  
To Release Five  
In Canada Shortly**

Mr. H. J. Allen, just returned from a trip to Buffalo where he checked over available product, announces the early Canadian release of the following:

"Renfrew Of The Royal Mounted" with Jimmy Nevill and Carol Hughes.

"Here's Flash Casey" with Eric Linden, Boots Mallory and Cully Richards.

"Mallaby Jim Of The Islands" with George Huston and Ruth Coleman.

"Mr. Boggs Steps Out" with Stuart Erwin and Helen Chandler.

"Tex Rides With The Boy Scouts."

**Actors' Guild to Join  
In Academy Awards**

The Academy of Motion Picture Arts and Sciences has invited the Screen Actors' Guild to join in the selecting of future actors to receive the Academy Award. By allowing the 10,000 members of the Guild to help in the selection of this prized award, the choice becomes a more representative one.

It is expected that writers, directors, and other guilds will be invited to join in the voting for this coveted honor.

**F. P. Asks Gov't.  
Conciliation In  
Labor Trouble**

Mr. F. H. Kershaw, regional manager of the Famous Players Canadian Corp. has applied to the Labor Department of the Provincial Government for appointment of a conciliation board to handle the dispute over employment of projectionists belonging to the Winnipeg local of the IATSE in five Winnipeg theatres.

**BRIT. QUOTA**

(Continued from Page 1)

hibitors and distributors to comply with the quota for the excellent reason that there will not be enough British pictures made to fill out the prescribed percentages.

London financiers have turned thumbs down on film productions as an investment, and the Bank of England has recently issued a confidential statement to stock banks warning them against local film investments. Insurance money, too, has been made doubly shy by considerable losses in the last three years, and companies are looking to American investment in the production field for possible recuperation.

This leaves the Quota Law hung on a dead financial limb, unless the Government is willing to back its say-so with cash.

**G.N. In Film Exchange  
Building**

The Winnipeg Office of the Grand National Film Exchange has been moved to the New Film Exchange Building recently erected by the Hudson's Bay Co.

The Vancouver office of Grand National will soon be in charge of Mr. Leslie A. (Sonny) Allen.

**Goldwyn Top Man In U.A.**

The new Goldwyn-Korda-United Artists deal is settling down to a cut and dried proposition with Goldwyn definitely in the saddle as top man of the outfit.

One of the important parts of the deal financed by English money calls for the distribution of twenty British films in all parts of the world, outside of the United Kingdom, by the new United Artists Company.

Mr. Goldwyn was dubious about the ability of British producers to furnish more than 15 pictures for world distribution for the next Season. A compromise was reached between the 25 first suggested and Mr. Goldwyn's figure of 15. But the matter of operating control was settled in Mr. Goldwyn's favor.

**Graucho and Chico  
Appeal \$1,000 Fine**

Infringement on a copyrighted radio script brought a sentence bearing a \$1,000 fine each, for Groucho and Chico Marx by Federal Judge Cosgrave of California.

The brothers will take an appeal and have expressed great distress and humiliation over the incident. "In 28 years in show business we have never been accused of taking anyone's property."

**TORONTO THEATRES FIRST RUN**

IMPERIAL — "THE AWFUL TRUTH" — COLUMBIA — Irene Dunne and Cary Grant.

LOEW'S — "STAND - IN" — UNITED ARTISTS — Leslie Howard and Joan Blondell.

SHEA'S — "BACK IN CIRCULATION" — WARNER BROS. — Pat O'Brien and Joan Blondell.

"LOVE IS ON THE AIR" — WARNER BROS. — Ronald Reagan and June Travis.

UPTOWN — "EBB TIDE" — PARAMOUNT — Frances Farmer and Ray Milland.

EGLINTON — "DANGER, LOVE AT WORK" — 20TH CENTURY-FOX — Ann Sothorn, Mary Boland and Edward Everett Horton.

RADIO CITY — "BULLDOG DRUMMOND COMES BACK" — PARAMOUNT — John Barrymore.



## Elgin Theatre, Latest Link In 20th Century Chain Has Gala Opening

The Elgin Theatre, Ottawa, hailed by Canada's capital as the most beautiful of modern theatres, had its gala opening on Nov. 16th, with Mayor Stanley Lewis officiating.

In spite of unfavorable weather conditions, the theatre was filled long before the opening hour and several hundred people were turned away. The Mayor made a dedicatory address, read many telegrams of congratulations to the owners on the architectural distinction, taste and excellence of furnishings and equipment combined in the Elgin Theatre, making it a landmark of beauty for the city.

The opening was attended by many out-of-town personalities of the trade, among whom were Colonel John A. Cooper, of Motion Picture Distributors and Exhibitors Association, Mr. H. Freedman, president of the Independent Theatres Association, Mr. Nat Taylor, president of Exhibitors Booking Association; Mr. Myer Axler, general manager of the 20th Century Theatre Chain; Abe Polokoff and Sam Ulster, officers of 20th Century Chain; Sam Glazer and Mike Wilkes, special representatives of United Artists, who came to attend the opening and the Canadian Premiere of "STAND-IN." The picture was warmly received by the audience and favorably reviewed by the press of Ottawa.

Following the close of the theatre program a banquet was tendered at the Chateau Laurier by the owners of the Elgin Theatre to a large group of friends and those responsible for the success of the building project.

### GAUMONT PLANS TEN FEATURES

The Gaumont British board of directors at a recent meeting decided to make at least ten feature pictures for this season, at a minimum cost each of \$500,000.

## Admission Boost Possible

Joseph M. Schenck, chairman of the 20th Century-Fox board, believes that it is possible to raise admission prices to 25% above the present level.

The increased cost of pictures, and the drop in total admissions in theatres is causing much anxiety in exhibition circles.

The public will have to take up the slack is the consensus of opinion. It has always been willing to pay for something it wants, and better pictures are clearly indicated by public demand. Better pictures, with increased wage schedules and production costs will have to bring more money at the box office to justify the additional expense in making them.

Mr. Schenck stressed the fact that in England admission prices ranged from 10 to 100% higher than they do in the United States (and Canada) while the wage scale for studio workers is lower.

In Toronto, two of the larger circuits have instituted slight increases in key spots.

In New York it is said that United Artists will demand a boost in box office charges beginning Christmas week with the release of "Adventures of Marco Polo," a Samuel Goldwyn picture. Mr. George Shafer, sales head of U. A. is quoted as saying that his boost in prices is essential if production cost of outstanding pictures to be met.

Co-operative and allied theatres of Detroit are planning a ten cent downtown boost and a five cent boost for subsequents effective throughout the State.

### Queen Mary Sees "Syn"

The London premiere of George Arliss' "Dr. Syn" at the New Gallery Kinema was honored by the Dowager Queen's presence. "Syn" is a Gaumont British picture.



## Personalities



Fernand Gravet, expert horseman, ex-officer of the Belgian cavalry, has been forbidden to ride until work in his present Mervyn LeRoy picture is completed. Wonder if his producer takes his remarkable resemblance to the ex-Prince of Wales to include a penchant for falling off horses?

o o o

Eleanor Powell has just completed the most difficult dancing feat ever attempted. She did a number in "Rosalie" in a tight silver gown with a train 14 yards long. I'd call that some handicap around the feet.

o o o

Sophie Tucker has just insured her 9-foot stack of diaries and scrap books covering her 30-year stage career for \$50,000. Sometimes it's worth big money to turn diaries into scrap(ed) books, or to insure them against the public gaze. We shudder to think what may happen by the time a certain publicized diary, still in its first volume, reaches the nine-foot stage. Seems like the entire male population in the upper Hollywood brackets may have to run for "coverage." Here's a hint for insurance salesmen. Insure the men against diary disclosures.

o o o

Allan Jones' cocker spaniel stalked a raccoon in the back yard and Allan brought him home alive for 7-year old Gail to play with. Reminds me of the time I got the hired man, who was Russian and not acquainted with N.Y. upstate fauna, to bring home a small black and white "pussy" at my behest. There was no malice aforethought, and I too suffered the consequences of being in the neighborhood of nature's original version of the stench bomb.

o o o

Which reminds me that Billy Rose of "Jumbo" fame, in spite of his glittering Broadway career, can't stand the white lights when they represent the wife's fame. Fanny Brice is just an electric light to him so he is asking for freedom to marry a little lady who is willing to douse her light under a bushel. Eleanor Holm Jarrett, swimming champion, promises to dry her tootsies, retire from footlights and headlights and follow in Billy's footsteps like a faithful squaw. Fanny will probably make another song hit of the episode like the "My Man" number after Nicky Arnstien let her down. Artists are that way.

o o o

Franchot Tone modestly declares himself as not having enough personality to shine at parties and George Raft, once accused of high-hatting a less-known director whom he refused to work with, explained that he was afraid of the results. "You see," "I'm not so good myself, so I must be sure my director has everything. With a new man I was afraid I'd be a flop." Modesty is where you find it, even under the Klieg lights.

o o o

Gregory Ratoff is evidently one of those creative souls hard-driven by his demon genius. Not satisfied with being a bang-up actor and a first-string director, now he must produce real Russian vodka. He has gone into the business of distilling the fiery nectar of the Gods in a big way. Royalty may pass, the czar's head lay in foreign dust, but vodka will flow on forever like Tennyson's brook.

o o o

Myrna Loy has been chosen as one of the world's most beautiful women, to be painted by Baron Michele Pizzuti for an art exhibit in Rome. So far so good, as long as Myrna isn't asked to join that Italian collection which Pola Negri is said to have personally graced for the high-handed gentleman of Italy.



## TWICE TOLD TALES

The phone rang in Lapidus' apartment.

"This is the Radio Survey," announced the voice at the other end. "May we inquire what program you listened to last night?"

"Ebsolutely," replied Lapidus. "Lest night I was entertained by Pheel Baker."

"I'm sorry," argued the Survey Specialist, "but you must be mistaken. Phil Baker doesn't go on the air until tomorrow night."

"Tomorrow night!" repeated Lapidus, in amazement. "Vell, no vonder I couldn't gatt him so clearly!"

\* \* \*

James Barton, who plays the lead in "Tobacco Road," and gets a percentage over a specified gross of the show's receipts, is refusing many lucrative offers for other work, in anticipation of bigger returns when the New York World's Fair trade comes pouring in. Barton once cancelled an appearance at the Palace Theatre in Chicago, explaining, "Why should I be billed under that guy B. F. Keith?"

\* \* \*

Jack Pearl's clowning farewell on the air the other night contained quite a bit of philosophy. Jack

started to cry. "Just think," he said to his announcer, "those people out there won't hear me again until next fall." . . . "Aw, don't feel that way," said the announcer, "why, in three weeks they'll forget all about you." . . . "Yeah, that's just why I'm crying," announced Jack.

\* \* \*

Helping to get out the Sunday movie vote during the recent special election in Beatrice, Nebraska. Ike Rubin, salesman for Paramount's Omaha exchange, called to a man seated quietly on a porch: "Would you like to see movies in Beatrice on Sundays?" . . . The man replied quietly: "Stranger, I'd give anything in the world to see movies any time." . . . Rubin approached the man to talk further . . . the other was stone blind.

\* \* \*

Jack Doyle was boasting to Jimmy Cannon that he was going into the movies. "Why, you're strictly a one-part actor," boomed Cannon. "You've been on the floor so often you won't be able to play anything but rugs!"

\* \* \*

Did'ja hear about that producer's son, attending the first-grade, who arose to recite? "Tell me the A-B-C's," requested the teacher. "Well," replied the boy, "A is \$400,000 or above; B is from \$100,000 to \$300,000, and C is \$50,000 to \$100,000."

## DIGEST of REVIEWS

### PARAMOUNT

#### THIS WAY PLEASE—

There is no excuse for this one. If you have a selective contract by all means pass it.

#### EBB TIDE—

This technicolor picturization of Robert Louis Stevenson's story is excellent. Due to lack of boxoffice names it will have to be sold on the technicolor angle and the adventure appeal to Stevenson fans and juveniles.

#### SHE ASKED FOR IT—

This is a strictly B picture without names that you can also afford to miss. It is a loosely-woven comedy about a writer of murder yarns.

#### PARTNERS IN CRIME—

Lynne Overman and Roscoe Karns in a double-bill program picture about a pair who become involved in a mayoralty election with one of the candidates hiring a private detective to clear him of an extortion plot cooked up against him by the opposing candidate.

#### ANGEL—

This sophisticated triangle story with the incomparable Lubitch touch sporting the exotic Marlene Dietrich, charming Melvyn Douglas and the always competent Herbert Marshall, makes delicious adult screen epic-urian fare. Big boxoffice from A houses.

### UNITED ARTISTS

#### STAND IN—

Leslie Howard and Joan Blondell give a swell performance in this rollicking comedy about the antics of a banker's representative who goes to Hollywood to find out what makes it tick. It packs plenty of good laughs and should do better than average business.

### COLUMBIA

#### PARK AVENUE GIRL—

Fair little action story about a society girl and a poor photographer. Fay Wray and Richard Arlen adequate in this grade B yarn that has a murder thrown in to pep things up.

#### THE AWFUL TRUTH—

This is a boxoffice sensation. Irene Dunne, Cary Grant and Ralph Bellamy combine to make one of the occasional comedy riots that delights everybody with its sure-fire snap and light-hearted go. The story, direction and acting are a harmonious light symphony. Play this one for all it's worth!

#### COUNSEL FOR CRIME—

Good program picture dealing with criminal law. Otto Kruger and Jacqueline Wells.

#### LIFE BEGINS WITH LOVE—

Jean Parker, Douglas Montgomery and Edith Fellows in a light comedy that should satisfy the whole family.

### REGAL

#### THE BRIDE WORE RED—

This one is far below the level of Metro specials. Crawford, Tone and Robert Young lend strength for the marquee and the feminine section of the audience will like the styles, but this is definitely not a grosser.

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## Iturbi Willing If Script O. K.

Following Stokowski's democratic lead of first rank musicians to lend themselves to the popularization of great music through the medium of the screen, Jose Iturbi, eminent Spanish pianist and conductor has expressed a willingness to make a film if a suitable script can be found.

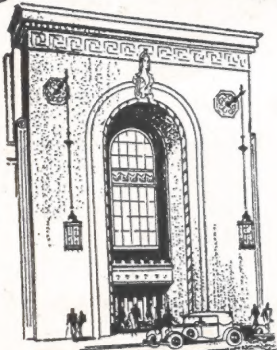
Hollywood representatives are busy overhauling script possibilities since Iturbi has switched from a previous disinterested state.

The attitude of "art for the ivory tower" was recently said to be upheld by the father of Yehudi Menuhin, world-famed violinist. He is quoted as having made the statement that "when a concert artist exhibits himself in a film play it can only be for money."

Cecil B. DeMille has been chosen to do "Hudson's Bay" as his next picture. This new Paramount feature will be partly filmed at the Bay in order to get authentic backgrounds. The picture will be based on a story by Paul Schofield "The Long Traverse."

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## German Film Industry In Red

The Reich Film Chamber is in a serious mood over the figures for the 1936-7 season showing a net loss of \$4,200,000.

This loss, in spite of a marked increase in theatre attendance is expected to result in a complete change in the administration of the two principal companies, Tobis and Ufa.

German-made pictures now command 52% of the playing time in the home market. The United States is a close second, but may drop back further because of political pressure.

Germany is attempting to expand its foreign market to increase its film revenue, also thoroughly overhaul its production set-up with a view to eliminating loss through inefficiency of technicians and artists.

## TELEVISION TO BRING HIDEOUS FACIAL COLORS

Television will produce the most hideous actors ever to strain the human eye!

Terrifying green and yellow gargoyles will caper and sing before the television, when this form of entertainment becomes an established custom.

But listeners and watchers before their television sets will see only handsome and beautiful faces.

All of this was demonstrated today by Hollywood make-up experts who have perfected television make-up.

The most beautiful "guinea pig" ever experimented upon, Betty Grable, star of "Thrill of a Lifetime," aided in the demonstration at the Paramount studio, submitting her lovely blonde physiognomy to the application of weird colors.

Miss Grable's countenance became a green and yellow mask, under the hands of Wally Westmore, director of make-up for Paramount.

Westmore explained that infra red rays of the television "burn up" all red coloring in the human complexion.

## Too busy to write up new copy for this issue---

"I'm busy with an out-of-town customer. Say anything you like in this issue and bill me."

— J. C.

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— The Editor.

## Canadian Premium Distributors

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TORONTO

## 20th Century Start 8 Pix.

The 20th Century-Fox Studios, now grinding away on three pictures, will start eight more within the next month.

"Blind Moll," "Love On A Budget," with the Jones Family; "Shanghai Deadline," with Delores Del Rio, Peter Lorre and June Lang; "Headline Huntress," with Lyle Talbot, Michael Whalen and Gloria Stuart; "Jean," the first Annabella picture with William Powell; "Six Girls And Death" for which the cast is yet to be picked; "Her Masterpiece," with Tyrone Power and Loretta Young and "Women With Wings" from a story by Genevieve Haugen.

## Cagney Gets \$150,000 For Next Film

James Cagney is guaranteed \$150,000 flat for making his next Grand National feature, "Angels With Dirty Faces." William Cagney, brother of the star will produce the picture, and Roland Brown will direct.

## "It's An Ill Wind--"

The Circle Theatre, Toronto, previously a subsequent-run house held "Stella Dallas" for ten days with overflow audiences and is now playing "Dead End" to big business.

## South African 'Monopoly' Invaded

Associated Film Co. Ltd. is said to be threatening the so-called "Schlesinger monopoly" of the South African exhibition field. Associated is a co-operative organization of exhibitors that plans to distribute and to build a chain of theatres in key cities.

Last year several American companies stepped into the South African field, Loew's with the building of theatres in Johannesburg and Durban, Twentieth Century-Fox, sent a representative to open distribution offices and also to investigate building possibilities there.

United Artists are said to be perfecting a deal with Stuart Doyle, Australian film magnate, to erect a chain of theatres in South Africa, and handle U. A. distributions in that territory.

## FIRST MOVIE AUTO CAMPS

Humphrey Bogart, Warner Bros. star, will soon start construction work on the first movie village auto camp for tourists. Cabins will be authentic movie sets purchased from various studios and made livable. A distinct movie atmosphere will prevail. Guests will put on makeup if they desire and a 16 mm. film of their visit will be made as a souvenir to take home with them.



## Picture Broadcasts Checked By Exhibitor Objections

The distribution of free scripts for broadcasting purposes has been definitely checked by the stream of objections from exhibitors that such broadcasts are injuring theatre business.

The ballyhooing of films through the use of these free scripts by local stations whose dramatizations of the material were less than expert, is now recognized as injuring the value of pictures, rather than building them up.

Warner Bros. was first to withdraw their script service to over 200 stations for local dramatizations. Other studios are expected to follow its lead.

The Grand National picture "Something To Sing About" will be released to the following theatres soon:

The Cambrai Theatre, Quebec; Vanty Theatre, Hamilton; College Theatre, Kitchener; and the Orpheum Theatre in Montreal.

## Mid-West Indies Plan Management Corp.

The Independent Theatres Protective Association of Wisconsin and Upper Michigan will hold a special convention in January to consider and adopt plans for an Association buying a management corporation.

This move is designed by them to place independents in a position to compete more successfully with expanding circuits.

At the recent annual convention of the Wis. ITPA, a committee of six was appointed to deal with Paramount executives on terms for the settlement of the "Buyers Strike." The Association is advising members to withhold purchase of 1937-8 product unless Para. agrees to the playing of "High, Wide and Handsome" on last season's schedule.

Announcement is made by Grand National to the effect that: "Angels With Dirty Faces," the first of the 1937-38 Cagneys, will be released, about the middle of January.

## Chinese Actors In Demand For Movies

There's a Chinese famine in Hollywood today—a famine of oriental actors.

Nearly every major studio either is making or is preparing to produce a picture touching on the war in China and Celestial actors are at a premium.

Paramount got off in front with "Daughter of Shanghai," featuring Anna May Wong in the leading role, and has 200 Mongolian actors under temporary contract.

The other studios as a result, found themselves compelled to hold up their pictures until Paramount lets them go.

United Artists needed 400 for its "Adventures of Marco Polo"; RKO wanted 100 or more for "North of Shanghai," and 20th Century's "Shanghai Deadline" required an equal number of the yellow men and women.

The busy actors are contributing a liberal share of their picture earnings to a fund for their less fortunate brothers and sisters in the war zone.

## PYRAMIDS TO CARRY HOLLYWOOD'S LIGHTS

Bright lights of modern Hollywood will illuminate the sacred tombs of the Pharaohs if the Egyptian Ministry of the Interior grants permission to Producer Harry Sherman to erect huge electric signs on the Pyramids, to ballyhoo his current Paramount production, "The Barrier."

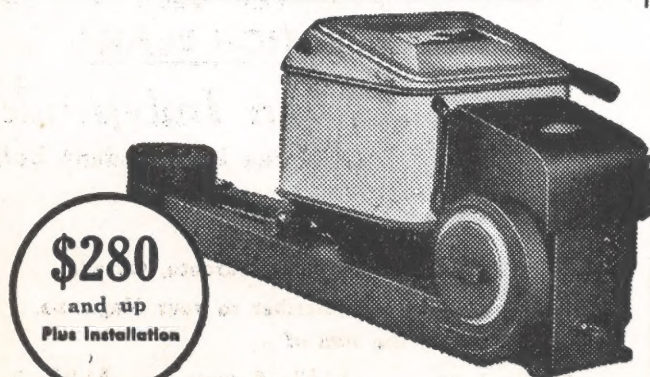
Sherman, in an application to the Egyptian government, today sought to obtain a monopoly on motion picture advertising rights with the view of subleasing space at a profit to other film executives endeavoring to invade this territory.

Inspiration for the scheme came from a certain high official of the Egyptian government, who, on a recent visit to the United States, notified Sherman that the Egyptian government planned to allow the tombs of the Pharaohs to be used for advertising purposes.

Jack Temple, Shirley's brother, is working as assistant director on her new 20th Century-Fox picture, "Rebecca Of Sunnybrook Farm."

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## Up-to-the-Minute MOVIE NEWS

The second of the series, "Renfrew Of The Royal Mounted" is, we understand, to be completed in Regina, Saskatchewan, with a Canadian background. This should make it particularly valuable to Canadian exhibitors.

Simone Simon and Don Ameche will play co-stellar roles in the romantic comedy drama, "Josette," soon to go into production at 20th Century-Fox studios. Simone and Ameche both will sing several numbers in the new picture. Simone's voice was but recently "discovered" by the studio, and she makes her screen singing debut in the forthcoming "Love And Hisses," in which she co-stars with Walter Winchell and Ben Bernie. Ameche has had extensive radio and screen experience as a singer.

When Sonja Henie, the skating screen star, departs from Hollywood for her exhibition tour after completing "Hot And Happy" at 20th Century-Fox studios, she will charter three private railroad cars to carry her party. The 100 skaters who appear with her in "Hot And Happy" will accompany her on the tour, and other members of the troupe will make the total number of persons 120.

After a heart-warming reception by New York's screen critic community following her arrival from abroad, Annabella, glamorous newcomer from the Continent, is in Hollywood to begin her American career as a screen star. She has been in conference with Darryl F. Zanuck regarding her stellar role in "Jean," scheduled to go before the cameras early in December. William Powell is to be her co-star.

Pauline Frederick, veteran stage and screen actress, has been assigned a leading role in "Thank You, Mr. Moto," third of that

film series starring Peter Lorre, being produced by 20th Century-Fox studios. Thomas Beck, John Carradine, Jayne Regan, Sidney Blackmer, John Bleiffer and William Van Bricken, also have featured parts.

Condor, who is producing 6 pictures for RKO, and 1 for Grand National, have now announced that they will complete their program, which means that "King of the Sierras" will be available, as scheduled, probably in January.

"Love Takes Flight," with Bruce Cabot, has a great tie-up with Kissproof Lipstick. Exhibitors are taking advantage of this, especially since Kissproof Lipstick is widely distributed in the Dominion of Canada.

Great things are expected of "The Shadow" with Rod LaRoque and Lynn Anders. In Toronto, "The Shadow" is on the radio, sponsored by Blue Coal on Station CFRB. All the newsdealers are advertising the radio program, and also the Motion Picture version, the first of which is: "The Shadow Strikes." A full page front cover of it is being carried on the current SHADOW magazine.

Grand National announces the appointment of Bill Wheeler as their representative in the city of Calgary. Bill is a young fellow, but an old hand at the business and is highly popular among the exhibitors.

The new type of shorts "Comicolor Cartoons" distributed by Grand National are said to be enjoying wide distribution and gaining in popularity.

It is anticipated that "Follow Your Heart," the second 'Schertzing' with Anna Sten, will be available probably the first week in February.

### COLOR FILMS TO DOMINATE IN THREE YEARS

"A penny plain, twopence colored," today quipped James Hogan, the director of "Ebb Tide," in describing the difference between black-and-white and colored films.

His answer was the famous line from Robert Louis Stevenson, who wrote the original story of "Ebb Tide."

"Color movies take a different kind of film," he said, "that costs four times as much as the old one. The lighting must be twice as strong, and that uses up a lot of juice. And it takes a barn-size camera, so full of wheels inside that you have to go to college to understand it."

Hogan, though, admitted that colored films are worth the trouble, and he is glad his first venture was a South Sea tale. The intense blues, the changing greens, the white crest of the beach-combing waves, and the madly-hued tropic vegetation of Samoa, he feels, should be done by painters and not by etchers, by the color camera and not in black and white.

He asserted that color films are the first adventure on the screen since the advent of sound, and that they mean just as great a revolution. To pantomime, diction, acting, sets and costumes now are added color, which Hogan predicted would be the only medium used within two years.

### NO DRINKING IN SHERWOOD

Strict prohibition views of a famous California pioneer and his wife, long dead, forced Robin Hood and his band to make merry on root beer instead of the traditional ale on location for Warner Bros. production of "The Adventures of Robin Hood."

The company is filming Sherwood Forest scenes at Chico in beautiful Bidwell Park, deeded to the city by the Bidwells under very definite restrictions. Chief of these is that no intoxicating beverage may be served within the 2400 acre natural oak and sycamore tract on penalty of forfeiture of the property. One violation, and it will revert to the estate heirs.

Consequently, in the spectacular Robin Hood camp scenes in which feasting and merry making reaches a high point, the foaming tankards were filled with utterly innocuous root beer instead of the more stimulating beverages customarily associated with 12th Century whoopee.

General John Bidwell, founder of Chico, and donor of the property, ran for the presidency of the United States on the prohibition ticket in 1894. The city fathers, anxious to preserve the great natural park for the benefit of Chico's population, kept a nervous eye on the activities of Errol Flynn and his merry men while the drinking scenes were being recorded on film.

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